

## Participants

**Walter J. Armbruster** joined Farm Foundation in 1978 and became managing director in 1991. He previously worked in the U.S. Department of Agriculture on marketing efficiency, institutions and policy issues. The Indiana native received B.S. and M.S. degrees in agricultural economics from Purdue University and a Ph.D. in agricultural economics from Oregon State University. His research position in USDA's Economic Research Service was followed by two years as the staff economist for USDA's Agricultural Marketing Service. In this role, he advised the agency administrator on a variety of marketing policy issues involving food and agricultural product marketing. Dr. Armbruster has served as author or editor on a number of marketing research, education and policy publications and provided leadership to organize institutions that continue to stimulate work in these areas.

Armbruster is past president of the American Agricultural Economics Association; secretary-treasurer of the International Association of Agricultural Economists; past chairman of the Council on Food, Agricultural and Resource Economics; chairman, National Farm-City Council; and member of the executive committee of the National Policy Association's Food and Agricultural Committee. He recently completed a term as president of the American Agricultural Law Association. Armbruster has served on numerous regional research and extension committees of the land grant university system, professional association committees, national advisory boards and USDA committees. He is also involved in his homeowners' association, youth club, and church in Darien, Illinois.

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**William C. Bailey** is Professor of Agribusiness, Massey University. He is currently working with the New Zealand Dairy Board and several New Zealand ports on supply chain management issues.

Prior to his appointment, Bailey was a senior official in the U.S. Department of Agriculture and chief economist for the U.S. Senate Committee on Agriculture, Nutrition, and Forestry. In addition, he was vice president of a Washington, DC-based trade policy research company whose clients included the world's largest agricultural firms, and manager of commodity analysis for a major food company. Bailey also owns a 120-hectare corn/soybean/wheat farm in the central United States.

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**Bob Blair** is senior economist with the Federal Maritime Commission's Bureau of Economics and Agreement Analysis. His areas of expertise include antitrust/competition analysis, and the U.S.-Asia trades. He has also conducted research on liner shipping and U.S. agricultural exports.

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**Joedy W. Cambridge** joined the Transportation Research Board (TRB) in 1996 as port and intermodal specialist responsible for directing TRB ' s maritime and intermodal research and technology activities. She provides professional staff support to TRB committees on inland water transport, ports and channels, intermodal freight transportation, ferry operations, intermodal freight terminal design and operations, military transportation and logistics, and international trade and transportation and to the newly formed TRB task force on transportation infrastructure security. She also conducts annual research correlation visits to state DOTs, MPOs, port, transit, and airport authorities, and universities to identify critical research needs and discuss ongoing research activities.

Prior to joining TRB, she spent more than 25 years as a consultant to ports, airports, federal, state, and local government agencies as well as private sector clients on projects involving strategic planning, market analysis, forecasting, facility design and operations, and survey/interview programs. She has authored a number of research reports and articles and made presentations on a broad range of transportation issues to organizations and institutions throughout the country.

She is actively involved in a number of professional organizations in the areas of transportation and logistics and is a past national president of the Transportation Research Forum. She serves as TRB ' s liaison to the Maritime Administration, the U.S. Army Corps of Engineers, the U.S. Coast Guard, the Defense Advanced Research Projects Agency, and other agencies, associations and organizations involved in marine and intermodal transportation. A native of Minnesota, Cambridge earned a B.A. from Macalester College and an M.B.A. from The George Washington University and has done post-graduate work at Northwestern University.

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**James A. Caron** is the program manager of Shipper and Exporter Assistance (SEA) at the U.S. Department of Agriculture. SEA is a 12-person team of marketing specialists, economists, traffic managers, engineers and horticulturists who provides periodic market information, technical assistance, regulatory representation, special reports, and educational programs to assist farmers and agribusiness firms to competitively ship products to foreign markets. Caron has served in the Department of Agriculture for more than 20 years, mainly in the field of international shipments of grain and high-valued agricultural products. He has managed exporter assistance and market research programs for 12 years, serving as branch chief and division director in the Office of Transportation and the Agricultural Marketing Service. His research includes studies on the domestic shipment of cotton, fresh produce, farm inputs and the feasibility of using futures markets on the ocean freight market for bulk grains. Caron has also traveled extensively overseas working cooperatively with the Foreign Agricultural Service on projects involving lowering the cost of shipping U.S. grain and HVP agricultural products to countries in Asia, Latin America,

North Africa, and the Middle East. In 1992, he spent two months in Russia coordinating the distribution of the first U.S. humanitarian food aid shipments to that country. For his contribution to this effort, Caron received the USDA Superior Service Award. He is currently working on studying the impact Y2K will have on the distribution of food in the United States and to our trading partners.

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**Enrique E. Figueroa**, who was appointed administrator of the Agricultural Marketing Service (AMS) of the U.S. Department of Agriculture (USDA) in October 1997, is responsible for over 50 federal programs. As administrator, he has responsibility for facilitating the strategic marketing of agricultural products in domestic and international markets. AMS' mission is to facilitate the marketing and distribution of agricultural products, ensure fair trading practices, and assure consumers of an abundant, high-quality food supply. AMS gathers and disseminates market news reports on commodities and grades and certifies products based upon nationally recognized AMS standards; improves market facilities and transportation systems; purchases various commodities for Federal feeding programs; and oversees industry efforts to expand consumption of their products.

Figueroa comes to USDA from Cornell University where he was appointed an assistant professor in 1986 and then, in 1992, promoted to associate professor in the Department of Agricultural, Resource and Managerial Economics. Throughout his stay at Cornell, Figueroa's work focused on horticultural product marketing issues. Prior to that he was a post-graduate research agricultural economist and a research assistant in the Department of Agricultural Economics at the University of California at Davis.

His experience also includes work as a staff assistant to the House Committee on Agriculture for the U.S. Congress in 1982 and 1984. He spent 4 years with the California Conservation Corps from 1976 to 1980. He has an M.S. and Ph.D. in agricultural economics from the University of California at Davis, along with an M.S. in horticulture. His B.S. degree in agricultural education is from California State University in Fresno. Figueroa has extensive experience in research, extension, and teaching. He has worked on a number of projects in many parts of the world and has trained a number of graduate students.

Since joining AMS, Figueroa has been appointed to USDA's Hispanic Advisory Council, USDA's Hispanic Association of Colleges and Universities (HACU) Leadership Group, and the White House Initiative on Educational Excellence for Hispanic Americans. In addition, Figueroa was selected as a fellow of the Mexican and American Solidarity Foundation.

**Jeffrey Frankel** has been a Member of the President's Council of Economic Advisers for two years. (President Clinton announced his intention to nominate Frankel in September 1996, and the Senate voted to confirm him in April 1997.) Frankel's responsibilities on the Council include international economics, macroeconomics, industrial organization, and the environment.

Until moving to Washington, Frankel was professor of economics at the University of California, Berkeley, having joined the faculty in 1979. In addition, he was a research associate at the National Bureau of Economic Research in Cambridge, Mass., where he directed the program in International Finance and Macroeconomics; and senior fellow, Institute for International Economics, Washington, D.C.

He served as senior staff economist at the Council of Economic Advisers from 1983 to 1984. In 1988 and 1989, he was a visiting professor of public policy at Harvard University. He has frequently been a visiting scholar at the International Monetary Fund and the Federal Reserve Board. He has also had appointments at the University of Michigan, Yale University, The World Bank, and the Federal Reserve Bank of San Francisco.

Frankel is a specialist in international economics, finance, and macroeconomics. His research interests include the globalization of financial markets, the workings of the foreign exchange market, targets and indicators for monetary policy, the term structure of interest rates, monetary determinants of agricultural prices, international macroeconomic policy coordination, regional trading blocs, financial issues in Japan and the Pacific, emerging markets, and trade and growth in East Asia. He is now adding to the list, the economics of global climate change policy.

Recent books include *Financial Markets and Monetary Policy* (MIT Press, 1995); *The Microstructure of Foreign Exchange Markets* (U. Chicago Press, 1996), *The Regionalization of the World Economy* (U. Chicago Press, 1997), and *Regional Trading Blocs* (IIE, 1997). Frankel is also coauthor (with R. Caves and R. Jones) of the textbook *World Trade and Payments* (8th ed., 1999). In 1991, he won first prize in the AMEX Bank Review Awards for his essay, "Is a Yen Bloc Forming in Pacific Asia?" His most recent academic article is "Does Trade Cause Growth?" *American Economic Review*.

He was born in San Francisco in 1952, graduated from Swarthmore College in 1974, and received his Ph.D. from MIT in 1978.

He is married to Jessica Stern, a fellow at the Council on Foreign Relations. In 1994 to 1995, she was a director for Russian affairs at the National Security Council. She was the model for the Nicole Kidman character in the 1997 movie *The Peacemaker*.

**Madeleine Gauthier** is currently a research associate with Cornell University based at ERS with the Specialty Crops Branch. She is working on analysis of the global market for apples. She has experience in trade policy analysis, economic modeling, and economic development. She received her Ph.D. in agricultural economics from Cornell University.

**Mark Gehlhar** is with ERS' s Markets and Trade Division-Agricultural Outlook Branch. He received a B.A. from the University of Wisconsin in his home state and worked in the dairy industry with a private firm for two years before returning to graduate school. He received a Ph.D. from Purdue University in 1994. Gehlhar has been actively involved in the Global Trade Analysis Project (GTAP) and was responsible for the estimation of the trade and transport components of the model. He has conducted studies on multilateral and regional trade agreements

as well as growth and structural changes in world trade.

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**Bill Hahn** has a Ph.D. in Agricultural Economics from the University of California, Davis, and has worked at ERS since 1986. He is currently in the Animal Products Branch, Market and Trade Economics Division.

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**Bill Hall** has spent 19 years in the international transportation industry and for the last 11 years has been working as a consultant doing transport feasibility and planning studies for private investors, shippers, carriers, and public agencies. His emphasis is on container, perishable, general cargo, bulk agricultural, and mining logistics. Hall has project experience in North America, Latin America, Africa, and East Asia. He is a partner in the Seaport Group, a small consulting firm in Seattle and Vancouver that specializes in port planning and logistics analysis.

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**Brian McGregor** specializes in providing information on the handling and transportation of perishable products. He is a supervisory agricultural marketing specialist with USDA's Shipper and Exporter Assistance program.

The *Tropical Products Transport Handbook* he wrote has been widely distributed in Spanish and Russian and excerpts are now being published in one of the local languages in India.

Throughout his 15-year USDA career, McGregor has worked with shippers, importers, and exporters throughout Latin America, most recently in Brazil. He has done similar work in Asia and Europe and is the U.S. member of the United Nations Working Party on the Transport of Perishable Foodstuffs.

Prior to joining USDA, Brian worked for the railway company, Fruit Growers Express, which designed, built, leased, and sold refrigerated boxcars. In his last position there, he operated the facility that tested the efficiency of mechanical refrigeration and insulation.

Brian likes to keep up-to-date on the latest transport technology.

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**Richard Parry** serves as the assistant administrator for technology transfer in the Agricultural Research Service (ARS), USDA. This office is responsible for facilitating, promoting, and implementing commercialization of discoveries by ARS scientists while fostering the development of partnerships between producers, academe, and agencies of the federal and state governments. ARS has a vigorous technology transfer team that prepares patents, negotiates licenses, and establishes Cooperative Research and Development Agreements (CRADA) with the private

sector. This program accelerated the development of inventions into new technologies that have become successful solutions to problems in every phase of agriculture. Examples include: reduction of food pathogens; improvements in permanent press cotton; development of biodegradable plastics; discovery of market opportunities for new crops; development of new biological pest control products; development of new vaccines and delivery methods for vaccines against poultry diseases; and development of 100 percent soybean printing inks.

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**Shirley Pryor** joined the Economic Research Service in 1977 after 18 years with the U.S. Agency for International Development serving in Haiti, Bangladesh, and Tunisia. While with AID, she undertook various types of staff work and managed food and agricultural policy projects. Recently, her research has focused on the nonagricultural parts of the economy that have an impact on the agricultural sector.

Originally from Long Island, Pryor earned a BA from Smith College before joining the Peace Corps and serving in Tanzania for 4 years. After returning to the United States, she earned an MA from Howard University in African Studies, an MA from Michigan State in economics, and a Ph.D. from Michigan State in agricultural economics. She has a 14-year-old daughter.

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**Heidi Reichert** received a B.S. in horticulture production from the University of Maryland. While earning her degree, Reichert was employed in the U.S. Department of Agriculture's Office of International Cooperation and Development where she worked with exporters and importers as part of the Caribbean Basin Initiative. Later, she worked as a laboratory assistant at USDA's Agricultural Research Service where she assisted in soil microbial research aimed at improving the productivity of organic farming.

After completing her B.S., Reichert started working for USDA's Foreign Agricultural Service where she was a partner in a team that managed bi-national research projects with offices in Egypt. Today, Reichert works as a horticulturist in the Shipper and Exporter Assistance Program in the Agricultural Marketing Service of USDA. Her main responsibilities include the production of the *Ocean Freight Rate Bulletin*, a monthly publication that tracks the shipping rates of various containerized agricultural commodities. Reichert also helps plan and conduct seminars designed to educate shippers and exporters about the intricacies of exporting high-valued agricultural products. Currently, she is working toward an MA in international trade at George Mason University.

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**Shayle Shagam** is the livestock analyst with the World Agricultural Outlook Board. Previously, he served for 12 years as an international livestock analyst with the Animal Products Branch of ERS. He has an M.S. in agricultural economics from Michigan State University.

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**Robert L. Thompson** is a sector strategy and policy advisor in the Rural Development Department at The World Bank. He was formerly president and CEO of the Winrock International Institute for Agricultural Development (1993-98), dean of agriculture (1987-93) and professor of agricultural economics (1974-93) at Purdue University, as assistant secretary for economics at the U.S. Department of Agriculture (1985-87), and senior staff economist for food and agriculture at the President's Council of Economic Advisers (1983-85). He received his Ph.D. from Purdue University. He is immediate past president of the International Association of Agricultural Economists, a fellow of the American Agricultural Economics Association and of the American Association for the Advancement of Science, and a Foreign Member of the Royal Swedish Academy of Agriculture and Forestry and of the Ukrainian Academy of Agricultural Sciences.

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**Robert Tse** is an agricultural economist in the Office of the Administrator of the Foreign Agricultural Service (FAS) at USDA where he is responsible for intergovernmental liaison with state departments of agriculture and state legislatures. He is currently working on a project with the National Conference of State Legislatures (NCSL) to ensure that state legislatures are aware of the connection between global food and agriculture export opportunities and state economic development.

Prior to this assignment, Tse worked in the office of the assistant deputy administrator for marketing where he focused on analysis of global consumer demand for U.S. food and agricultural products, particularly high-value consumer foods. He assessed the impact of international demographic shifts, changing tastes and trends, the development of a global middle class, and changes in international food delivery systems on opportunities for U.S. food and agricultural exports. His extensive experience in analyzing consumer foods includes cross-commodity analysis of frozen food, meats and grains, and food ingredients. He has written numerous articles analyzing the market for high-value consumer food products and country markets for U.S. consumer foods. He has also conducted global market strategic planning sessions with the Oregon Department of Agriculture and the California Department of Food and Agriculture.

Tse represents FAS and USDA at international and national conferences. In 1996, he spoke at the Pacific Economic Cooperation Council (PECC) Food and Agriculture Forum in Hong Kong on strategically linking the U.S. agribusiness commodity system and the U.S. industrial refrigeration sector to global consumer market dynamics.

In 1995, he was part of the team that developed the U.S. Department of Agriculture's Long-term Agriculture Trade Strategy, the first such strategy submitted to Congress by a secretary of agriculture. For this work he received the Department of Agriculture's (Group) Honors Award for Excellence. He also received a Merit Citation for his analytical contribution to the Long-term Agricultural Trade Strategy.

Previously, Tse was a global market analyst for consumer foods. His analyses of country markets and high-value consumer foods have been published in *Agricultural Trade Highlights and Ag Exporter*. This work has also been cited by national media and industry trade publications. Tse holds a J.D. from Boston College Law School, an M.S. in agricultural economics from Purdue University and a B.A. in American history from Brown University.

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**Zhi Wang** earned a Ph.D in applied economics at the University of Minnesota and currently is an economist at the Economic Research Service, U. S. Department of Agriculture, through a cooperative agreement with Purdue University. He was previously a research fellow at the Chinese Academy of Agricultural Sciences and served on the board of directors of the Chinese Economists Society (1992-93). His major fields of study include computable general equilibrium modeling, economic integration among Pacific Rim countries, the behavior of economic agents under quantity constraint, and international trade.

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**Michael Wootton** joined Sunkist Growers in January 1997 as director of Federal Government affairs in Washington, DC, after concluding 24 years of government service, primarily in the U.S. House of Representatives and the U.S. Senate, where he worked on the staffs of six California legislators, four representatives and two senators.

He served as legislative assistant and district assistant to Rep. Charles Teague (R-CA); district assistant and administrative assistant to Rep. Bob Lagomarsino (R-CA); state director of Senate operations for Sen. Pete Wilson (R-CA); administrative assistant to Sen. John Seymour (R-CA); and administrative assistant to Reps. Michael Huffington and Elton Gallegly (R-CA).

Additionally, Wootton served as district director of the International Trade Administration, U.S. Dept. of Commerce in San Diego (1981-83) and as legislative director for the Washington office of the law firm of McDermott, Will and Emery (1993-95).

Wootton has an undergraduate degree from the University of San Francisco, where he also attended graduate school in international relations. He served in the U.S. Army Signal Corps, attaining the rank of captain.

**Thomas Kelley White, Jr.**, was born August 6, 1935, and grew up on a farm in Henry County, Georgia. He is the father of two daughters, Elizabeth W. Carroll and Susan W. Johnson.

Kelley earned a B.S. in Agriculture with a major in plant genetics from the University of Georgia in 1957. He was also commissioned a second lieutenant in the U.S. Army. After completing active duty in the Army, he returned to the University of Georgia where he earned an M.S. in agricultural economics in 1960. In 1966, he was awarded a Ph.D. degree in agricultural economics by North Carolina State University. He has also completed the U.S. Army's Basic

Infantry Officer Course and the U.S. Office of Personnel's Senior Executive Education Program at the Federal Executive Institute.

Kelley was graduate instructor at the University of Georgia (1958-60), instructor at North Carolina State University (1960-63 and 1965-66) and agricultural economist with the N.C. State/U.S. AID Mission in La Molina, Peru (1963-65). In 1966, he joined the faculty of the Agricultural Economics Department of Purdue University where he served as assistant, associate, and full professor. He was a member of the Purdue University/U.S.AID project to assist the Federal University of Vicosa in Brazil (1969-71). He was Purdue University's director of international programs in agriculture and director of international education and research (1977-80).

In 1980, Kelley became director of the International Economics Division of the Economic Research Service, U.S. Department of Agriculture and, in 1987, he became director of the Agriculture and Trade Analysis Division in the same agency. In both of these positions, he had overall responsibility for a staff of 150 to 200 economists conducting the U.S. government's primary program of research and analysis on foreign agriculture and agricultural policy.

In 1990, Kelley became director of the Policy Analysis Division of the Food and Agriculture Organization of the United Nations (FAO) headquartered in Rome, Italy. His division was responsible for monitoring and analysis of national agricultural policies, for providing training in policy analysis for developing country governments, and for providing assistance and advice to governments on agricultural policy problems.

In 1995, he was named director of the newly created Agriculture and Economic Development Analysis Division of the FAO. The division was responsible for a program of research, analysis, and studies of agriculture and rural development within the context of general economic development. The division also was responsible for FAO's program of food security analysis. At the end of 1995, Kelley returned to the Economic Research Service where he currently serves as the associate administrator.

During his professional career, Kelley has authored or co-authored several book chapters and more than 50 professional papers. He is a member of the American Agricultural Economics Association, the International Association of Agricultural Economists, the International Agricultural Trade Research Consortium, and the Senior Executive Association. In a professional capacity, he has traveled and worked in more than 35 countries.